Permit #S00041963

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00041963 **Type of Permit:** STILL **Release Date:** 07/18/2011

Production Company ALEX TEHRANI PHOTOGRAPHY

Insured Company Name ALEX TEHRANI PHOTOGRAPHY

Contact Phone No. 1 310-547-7390
Contact Phone No. 2
Fax
Address 31 HOWARD ST, STE 412
NEW YORK, New York 10013

Production Title SIEMENS

Type of Production Still Photo

Producer Brent Hedgecock

Director Alex Tehrani

1st AD Brent Hedgecock

Production Manager Scott Downing

FilmL.A. Coordinator Adrian Fayad

Location Manager Scott Downing
Primary Phone Mobile - 714-815-5164
Secondary Phone

Location Assistant Scott Downing
Primary Phone Office - 714-815-5164
Secondary Phone

Fees

Notification Charge	$0.00
FILMLA STILL APPLICATION FEE	$60.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$152.00
LA CITY DEPT OF REC AND PARKS STILL PHOTO USE FEE 1-14 PERSONS	$150.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$76.00

Total Permit Fee $438.00

Number of Locations 5

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Insured Company ALEX TEHRANI PHOTOGRAPHY
Production Title SIEMENS

Location Manager Scott Downing
Primary Phone Mobile - 714-815-5164
Secondary Phone

Location Address 225 26th St, Santa Monica, CA, 90402

Location Type Mall

Film Dates 7/20/2011 - 7/20/2011 09:00 - 13:00 1 day

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	10
Spot Check	1

Filming Activities Camera on sticks; Equipment on property; Equipment on sidewalk only.; Exterior models against scenery; Interior models against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 631 **Grid:** E6

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Production Title SIEMENS

Location Manager Scott Downing
Primary Phone Mobile - 714-815-5164
Secondary Phone

Location Address 2000 N Fuller Ave, Los Angeles, CA, 90046

Location Name RUNYON CANYON PARK

Location Type Park

Location Description RUNYON CANYON PARK

Film Dates 7/19/2011 - 7/19/2011 16:00 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document RUNYON CANYON.pdf

Equipment on Location

Type	Quantity
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	10

Filming Activities Camera on sticks; Equipment on property; Equipment on sidewalk, in curb lane & across street; Exterior models against scenery; Interior models against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** C3

Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Sye Gutierrez
LOS ANGELES POLICE DEPARTMENT — Mark Buck

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Location 3 of 5

Permit Number	S00041963	**Location Manager**	Scott Downing
Production Company	ALEX TEHRANI PHOTOGRAPHY	Primary Phone	Mobile - 714-815-5164
Insured Company	ALEX TEHRANI PHOTOGRAPHY	Secondary Phone	
Production Title	SIEMENS		

Location Address 101 frwy, Alameda St, 10 frwy, 110 frwy, inclusive (excluding freeways), Los Angeles, CA, 90014

Location Name DOWNTOWN WALKING GRID

Location Type Walking Grid

Film Dates 7/19/2011 - 7/19/2011 08:00 - 21:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	10

Filming Activities Camera on sticks; Equipment on property; Equipment on sidewalk only.; Exterior models against scenery; Interior models against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

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Summary Information — Location

Permit Number	S00041963	**Location Manager**	Scott Downing
Production Company	ALEX TEHRANI PHOTOGRAPHY	Primary Phone	Mobile - 714-815-5164
Insured Company	ALEX TEHRANI PHOTOGRAPHY	Secondary Phone	
Production Title	SIEMENS		

This location has been CANCELED

Location Address	1804 Cerro Gordo St, Los Angeles, CA, 90026
Location Type	Private Residence
Film Dates	7/20/2011 - 7/20/2011 12:30 - 16:30 1 day
Open or Closed to the Public	Closed
Please see attached document	Echo Park & Elysian Park Special Conditions.pdf

Equipment on Location

Type	Quantity
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	10

Filming Activities Camera on sticks; Equipment on property; Equipment on sidewalk only.; Exterior models against scenery; Interior models against scenery;

Approvals LOS ANGELES POLICE DEPARTMENT — Mark Buck

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : To Be Determined

NOT A PERMIT

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Summary Information — Location

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Production Company ALEX TEHRANI PHOTOGRAPHY
Insured Company ALEX TEHRANI PHOTOGRAPHY
Production Title SIEMENS

Location Manager Scott Downing
Primary Phone Mobile - 714-815-5164
Secondary Phone

Location Address 2230 W 6th St, Los Angeles, CA, 90057

Location Name MACARTHUR PARK

Location Type Park

Film Dates 7/19/2011 - 7/19/2011 10:00 - 14:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document MACCARTHUR PARK 7.pdf

Equipment on Location

Type	Quantity
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	10

Filming Activities Camera on sticks; Exterior models against scenery; Handheld equipment;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** C3

Approvals
LOS ANGELES POLICE DEPARTMENT — Mark Buck
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Sye Gutierrez

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Permit #S00041963

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks. In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Okay to have 5 models and 9 crew.
- No lights or generators permitted for this shoot.
- Okay to have 2 passenger vans.
- Okay to have all hand held equipment.
- Okay to take still shots at Runyon Canyon – Mulholland side on 7/20/11 from 4pm to 8pm.
- Okay to photograph models against scenery.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company.

NOT A PERMIT

Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The
- permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between parK
- patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-41963
ALEX TEHRANI PHOTOGRAPHY – SIEMENS
(RUNYON CAYON – MULHOLLAND SIDE)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
ECHO PARK & ELYSIAN PARK

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. The decision whether or not a particular permit will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

Echo Park is a community that includes historic Echo Park Lake and the Recreation Center, a vibrant retail commercial district, and historic Elysian Park, the oldest regional park in the city. These Special Conditions apply to the area between Echo Park Avenue, the Hollywood (101) freeway, Alvarado Boulevard North to Glendale Boulevard, Glendale Boulevard, Allesandro Street, Riverside Drive, the Recreation and Parks (RAP) boundary west of Stadium Way, Elysian Park Avenue, and Sunset Boulevard back to Echo Park Avenue. The district includes Boylston Street but excludes Elysian Park and Echo Park Lake recreation facilities and park land. Over the past several years, location filming in Echo Park has increased significantly without a system for adequately addressing the impacts this brings to the community.

The motion picture industry has amicably co-existed with the businesses and residents of this area since the silent film era and desires to continue to do so. These conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions outlined below may result in permit revocation or other administrative action.

The community of Echo Park is home to many regularly scheduled local events: Farmers Market every Friday from 3:00 p.m. to 7:00 p.m., Lotus Festival the second weekend in July, the Cuban Festival, the Echo Park Music Festival, the December Community Parade, the El Centro del Pueblo Street Festival, and the Los Angeles, ½ Marathon. A community event's calendar shall be established. Approving permits that conflict with any of these events is strongly discouraged.

1. FilmL.A. shall consult the City Council Office when an applicant requests a permit with less than three (3) days notice.

2. Affected residents/merchants/businesses must be notified in English and Spanish at least two (2) days in advance of the first day of filming or in advance of any substantial preparation for all productions.

3. The following activities require extended notification to the affected community at least three (3) days prior to the work:

    - Use of a helicopter
    - Use of pyrotechnics
    - Gunfire (except for the use of Non-guns, which is highly encouraged).

    The production company must notify the local LAPD division on the day of filming prior to the use of any of the above.

4. A community survey is required for Exceptional Filming Activities, which include:

    - Full Street closures
    - Any filming prior to 7:00 a.m. or after 10:00 p.m.
    - Filming for more than three (3) consecutive days at any single location or multiple locations where there is an overlap of the affected residents and merchants.

NOT A PERMIT

FilmL.A. will consult with the City Council Office, the LAFD, and the LAPD on a case by case basis to determine the noise levels, safety requirements, and appropriate personnel assignments. A FilmL.A. monitor will be assigned to permits with Exceptional Filming Activities.

5. The downtown Echo Park area is home to many institutions and businesses that have contributed greatly to the improvement of the neighborhood. When requesting partial or full street closures, or posted no parking, production companies must conduct a community survey of affected properties on the following blocks: 1600, 1700, 1800, 1900 blocks of Sunset Boulevard, 1100 block of Glendale Boulevard, 1100 block of Lemoyne Street, 1100 block of Logan Street, 1100 block of Echo Park Avenue. The following public streets have also been heavily impacted by filming over the years: Park Drive, Bellevue Avenue, Stadium Way, Academy Road, Morton Avenue, and Alvarado Street. FilmL.A. and the appropriate city council office will monitor frequency of filming on these streets and all others, within the Echo Park Film District. FilmL.A. will look for ways to mitigate the impacts of filming prior to issuing a permit and utilize the community calendar as a reference.

6. Requests for the posting of "No Parking" for production equipment and/or filming will be reviewed by FilmL.A. with the intention of mitigating parking concerns for residents, merchants, and patrons in the area, with special attention given to the frequently filmed streets. The parking of production vehicles on public streets may not exceed 500 linear feet combined, but can be dedicated to one side of the street or, where appropriate street width allows, split between both sides of a street. Requests for more than 500 linear feet of parking shall require a signature survey of those affected by the proposed additional parking. Upon completion of filming, companies are requested, as a courtesy, to turn all "No Parking" signs around so that they face in the opposite direction. Only the Los Angeles Department of Transportation (DOT) is to post and remove the signs.

7. Generators are to be placed in an acceptable location within all affected residential and commercial areas. Support by all addresses within 50 linear feet of the generator is required. Alternative fuels (such as bio-diesel) and low emission generators are strongly encouraged.

8. Parking of production vehicles shall not impede, block from view, nor interfere in any way with public transit stops throughout the Echo & Elysian Park areas. Should any transit stop or schedule be altered for a film shoot, only the Metropolitan Transit Authority (MTA) or DOT is authorized to make that determination.

9. The following areas are prohibited from use: City Parking lots 662, 663, and 646, and either side of Academy Road between Morton Avenue and Elysian Park Drive.

10. All productions must coordinate with FilmL.A. to secure relaxed enforcement of parking from DOT, either side of any street that has posted street cleaning or any production shoot that takes place in a permitted overnight parking district (OPD). They must also be mindful of other existing parking restrictions including Preferential Parking Districts and Parking Meter Districts while planning their location shoot. They must then notify all residents in English and Spanish, that there will be relaxed enforcement by the Department of Transportation.

11. Cast/Crew is not permitted to park on area streets. Off street parking must be provided for personal vehicles.

NOT A PERMIT

12. Only Honey Wagon type portable restrooms or executive portable rest rooms are allowed in the District, and must be at least 100 feet away from any food establishments, in a mutually acceptable location of all other commercial and residential buildings.

13. Companies must provide adequate detour and directional signage when street closures are in place, and conform to all current DOT standards and practices. Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on any major thoroughfare, as defined by DOT. Sufficient, approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures. Street closures are considered an Exceptional Filming Activity and require a FilmL.A. monitor.

14. FilmL.A. will coordinate with Public Works to ensure that no regularly scheduled service will be interrupted including, trash pick up, tree trimming, street repair, street cleaning, etc.

15. FilmL.A. shall work closely with the Dodgers regarding all filming in and around the Echo Park, Elysian Valley, or Chinatown communities during the period of March 25 through November 5 (Dodger season).

16. Crews with walkie-talkies must wear headsets when filming within the District between 7:00 p.m. – 7:00 a.m.

17. Outdoor food preparation using charcoal or gas grills must be utilized out of public view to all adjacent residential buildings or homes and commercial properties.

18. Production companies are required to remove all self generated trash, food, and cardboard boxes, from the general vicinity at the end of each filming day. This includes any debris generated by catering companies employed to provide food for the cast and crew. Any surplus food can only be given to off-site charitable organizations.

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- Okay to have 2 passenger vans.
- Okay to have all hand held equipment.
- Okay to take still shots at Mac Arthur Park Lake side on 7/20/11 from 10am to 2pm.
- Okay to photograph models against scenery.
- Okay to walk around lake, soccer field, playground area and bike path.
- No interfering with park patrons or park activities.
- Must not park vehicles that block access to the park.
- Must not block any walk ways in park.
- Must shoot stills around scheduled park activities.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
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F-41963
ALEX TEHRANI PHOTOGRAPHY – SIEMENS
(RUNYON CAYON – MULHOLLAND SIDE)

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